



MIAMI BEACH

OFFICE OF THE CITY MANAGER

LTC #037-2011

LETTER TO COMMISSION

TO: Mayor Matti Herrera Bower and Members of the City Commission

FROM: Jorge M. Gonzalez, City Manager

DATE: February 7, 2011

SUBJECT: Cleanliness Index & Assessment Program Results for FY 2010/11 Quarter 1

The purpose of this Letter to Commission is to communicate the results of the award winning Cleanliness Index and Assessment program from FY2010/11 Quarter 1 (October 1, 2010 to December 31, 2010).

Background

The Miami Beach Public Area Cleanliness Index is an objective measurement of performance ranging from 1.0 (Very Clean) to 6.0 (Very Dirty) and includes assessments of litter, litter/garbage cans/dumpsters, organic material, and fecal matter. The results of the assessments are used to monitor the impacts of recently implemented initiatives to target areas for future improvements, and assure the quality of services.

During FY 2006/07, the City tightened the target for the Citywide and area-specific cleanliness indices from 2.0 to 1.5 – the lower the score on the cleanliness index indicates a cleaner area. This target continues to be the same through FY 2007/08, FY 2008/09, FY 2009/10; and FY 2010/11. As important, the City also has a goal to ensure that 90 percent of assessments score 2.0 or better.

Summary of the Cleanliness Assessment Results FY 2010/11 Quarter 1

Overall, the citywide cleanliness index improved during FY 2010/11 Quarter 1 by 26.1% when compared to the same quarter in FY2005/06 (the first year the program was implemented) and improved by 5.2% when compared to the same quarter in FY2009/10. In general, the City's cleanliness has steadily progressed as evidenced by the index, anecdotal information, and results of our most recent resident surveys.

Positive and Improved Areas in FY 2010/11 Quarter 1

- **Streets (Commercial- Entertainment)** - Streets across the Beach improved, with a slight decrease in residential areas. Organic material appears to be the cause of the increase in residential streets, however, overall improvement across the board.
- **Parks**- Scores improved by 5.7% when compared to the prior quarter, with a slight decrease of 5.7% when compared to the same quarter in FY2009/10. Parks will continue to work with sanitation to address any issues surrounding garbage cans, as well as waste hauler responsibilities.

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Areas of Focus

- **Alleys**— Overall scores in alleys improved by 14.2% when compared to the prior quarter and 9.2% when compared to the same quarter in FY2009/10. Despite this improvement, alley cleanliness ratings remain among the lowest citywide, primarily due to the usage of the alleys by businesses for cleaning and graffiti on the dumpsters. Sanitation and Code will address the issue with those businesses that are not in compliance.
- **Beaches** - Scores improved by 4.5% and 5.6% respectively compared to the prior quarter. Cleanliness of beaches between first and fourth streets remains an issue, especially on weekends. Miami-Dade County personnel to review the data and address the issues. Overgrown beach spoil will be reviewed by Parks personnel and addressed.

Cleanliness Key Intended Outcome

Cleanliness was identified in our community surveys as a key driver affecting overall quality of life. In addition, in the 2009 survey, residents and businesses rated cleanliness as the number one service the City should strive not to reduce. The City has implemented increases in service levels and community satisfaction levels have improved. Overall scores have improved by 14.6% since the inception of the program.



MIAMI BEACH

Cleanliness Index Score Per Public Area (target = 1.5)

Public Area	FY2005/06				
	Q1	Q2	Q3	Q4	FY Score
Overall City Score	2.20	1.94	2.24	2.03	2.10
Streets*	2.07	1.98	2.22	1.84	2.03
Not including alleys	1.99	1.85	2.16	1.74	1.94
Commercial - Entertainment	1.84	1.78	2.44	1.74	1.95
Commercial - Non-Entertainment	1.89	1.87	1.81	1.75	1.83
Residential	2.25	1.93	2.11	1.74	2.01
Alleys**	2.46	2.69	2.75	2.49	2.60
Sidewalks	2.02	2.05	2.33	1.84	2.06
Commercial - Entertainment	1.87	1.95	2.50	1.86	2.04
Commercial - Non-Entertainment	1.97	2.15	1.91	1.79	1.95
Residential	2.28	2.11	2.35	1.83	2.14
Parks	2.08	1.53	1.93	2.04	1.90
Parking	2.25	2.26	2.30	2.01	2.21
Waterway	2.77	2.12	2.93	2.53	2.59
Beach Areas					
City of Miami Beach Responsibility	2.02	1.68	1.80	1.91	1.85
Miami-Dade County Responsibility	1.96	1.78	2.04	1.95	1.93

Index	
1 - Extremely Clean	
2 - Clean	
3 - Somewhat Clean	
4 - Somewhat Dirty	
5 - Dirty	
6 - Extremely Dirty	

Public Area	FY2005/06 FY Score BASE	FY2006/07 FY Score	FY2007/08 FY Score	FY2008/09 FY Score	FY2009/10 FY Score	% change from Base FY	% change from Prior FY	% change from Best FY
Overall City Score	2.10	1.78	1.75	1.75	1.80	-14.6%	2.4%	2.4%
Streets*	2.03	1.66	1.69	1.73	1.74	-14.1%	0.4%	4.8%
Not including alleys	1.94	1.57	1.59	1.66	1.66	-14.0%	0.4%	6.3%
Commercial - Entertainment	1.95	1.56	1.56	1.65	1.69	-13.4%	2.3%	8.5%
Commercial - Non-Entertainment	1.83	1.51	1.60	1.65	1.63	-10.6%	-0.7%	8.4%
Residential	2.01	1.63	1.64	1.68	1.65	-17.6%	-1.4%	1.5%
Alleys**	2.60	2.28	2.07	1.97	1.99	-23.3%	1.3%	1.3%
Sidewalks	2.06	1.66	1.72	1.73	1.75	-14.9%	1.5%	5.4%
Commercial - Entertainment	2.04	1.61	1.68	1.69	1.77	-13.6%	4.7%	9.4%
Commercial - Non-Entertainment	1.95	1.64	1.75	1.79	1.77	-9.4%	-1.2%	7.8%
Residential	2.14	1.74	1.75	1.77	1.71	-20.0%	-3.3%	-1.6%
Parks	1.90	1.75	1.52	1.55	1.57	-17.1%	1.2%	3.2%
Parking	2.21	1.81	1.87	1.96	2.00	-9.1%	2.2%	10.7%
Waterway	2.59	2.08	2.09	2.10	2.11	-18.4%	0.4%	1.5%
Beach Areas								
City of Miami Beach Responsibility	1.85	1.75	1.59	1.62	1.59	-13.8%	-1.5%	0.5%
Miami-Dade County Responsibility	1.93	1.91	1.70	1.61	1.63	-15.8%	1.1%	1.1%

Public Area	FY 2009/10					% change from prior Qtr	% change in prior FY Qtr	% change from same quarter in base year
	Q1	Q2	Q3	Q4	FY Score			
Overall City Score	1.71	1.92	1.80	1.74	1.80	-3.5%	-8.6%	-14.1%
Streets*	1.68	1.95	1.70	1.63	1.74	-4.3%	-13.2%	-11.5%
Not including alleys	1.63	1.83	1.65	1.54	1.66	-6.5%	-13.7%	-11.3%
Commercial - Entertainment	1.70	1.92	1.63	1.50	1.69	-7.9%	-13.1%	-13.6%
Commercial - Non-Entertainment	1.61	1.84	1.56	1.54	1.63	-1.5%	-15.5%	-12.3%
Residential	1.55	1.67	1.76	1.63	1.65	-7.2%	-12.5%	-6.0%
Alleys**	1.88	2.37	1.86	1.85	1.99	-0.7%	-12.0%	-25.6%
Sidewalks	1.74	1.92	1.76	1.59	1.75	-9.7%	-12.6%	-13.7%
Commercial - Entertainment	1.82	1.98	1.70	1.56	1.77	-8.2%	-10.4%	-16.0%
Commercial - Non-Entertainment	1.72	1.93	1.80	1.63	1.77	-9.5%	-18.8%	-9.2%
Residential	1.68	1.74	1.85	1.59	1.71	-14.5%	-14.2%	-13.2%
Parks	1.40	1.61	1.61	1.67	1.57	3.6%	-6.7%	-18.2%
Parking	2.00	2.22	1.99	1.80	2.00	-9.3%	-15.9%	-10.2%
Waterway	1.91	2.27	2.10	2.16	2.11	3.0%	-1.4%	-14.4%
Beach Areas								
City of Miami Beach Responsibility	1.56	1.56	1.67	1.59	1.59	-4.3%	-1.3%	-16.4%
Miami-Dade County Responsibility	1.63	1.56	1.65	1.67	1.63	1.0%	-5.8%	-14.4%

Public Area	FY 2010/11					% change from prior Qtr	% change in prior FY Qtr	% change from same quarter in base year
	Q1	Q2	Q3	Q4	FY Score			
Overall City Score	1.63					-9.4%	-5.2%	-26.1%
Streets*	1.59					-8.8%	-5.6%	-23.2%
Not including alleys	1.54					-7.5%	-5.5%	-22.7%
Commercial - Entertainment	1.49					-11.7%	-12.1%	-18.7%
Commercial - Non-Entertainment	1.56					-4.3%	-2.6%	-17.2%
Residential	1.59					-3.7%	3.0%	-29.3%
Alleys**	1.71					-14.2%	-9.2%	-30.6%
Sidewalks	1.68					-3.9%	-3.0%	-16.6%
Commercial - Entertainment	1.63					-8.0%	-10.7%	-12.9%
Commercial - Non-Entertainment	1.64					-7.6%	-4.7%	-16.8%
Residential	1.79					4.7%	7.0%	-21.3%
Parks	1.48					-5.7%	5.7%	-28.8%
Parking	1.72					-14.3%	-14.3%	-23.7%
Waterway	1.76					-16.4%	-7.5%	-36.3%
Beach Areas								
City of Miami Beach Responsibility	1.52					-4.5%	-2.4%	-24.7%
Miami-Dade County Responsibility	1.54					-5.6%	-5.5%	-21.6%

* Private / Business garbage dumpsters scores are not used in the calculation of this score.

** Private / Business garbage dumpsters were not assessed in FY05 Q4 and FY06 Q1.

Note: Target in FY2005/06 was 2.0 and was changed to 1.5 in FY2006/07



Percentage of Assessments scoring 2.0 or better (target = 90%)

Public Area	FY 2005/06 FY Score BASE	FY 2006/07 FY Score	FY 2007/08 FY Score	FY 2008/09 FY Score	FY 2009/10 FY Score	Difference from Base FY	Difference from Prior FY	Difference from Best FY
Citywide	65.2%	82.4%	80.3%	81.0%	79.4%	14.2%	-1.6%	-3.0%
Streets	73.4%	89.8%	87.4%	87.1%	86.4%	13.0%	-0.7%	-3.4%
Commercial-Entertainment	67.3%	90.1%	88.2%	88.1%	87.8%	20.5%	-0.3%	-2.2%
Commercial - Non-Entertainment	82.3%	92.4%	88.5%	84.6%	87.3%	5.0%	2.7%	-5.2%
Residential	73.5%	85.6%	86.1%	87.0%	82.5%	9.1%	-4.5%	-4.5%
Sidewalks	66.7%	87.6%	80.8%	85.2%	80.9%	14.2%	-4.2%	-6.7%
Commercial-Entertainment	63.6%	89.8%	84.8%	88.6%	81.4%	17.8%	-7.2%	-8.4%
Commercial - Non-Entertainment	71.8%	88.0%	77.7%	78.3%	81.4%	9.6%	3.0%	-6.6%
Residential	66.2%	84.1%	78.3%	83.9%	79.6%	13.4%	-4.2%	-4.5%
Alleys*	41.9%	59.6%	63.8%	67.0%	69.0%	27.0%	2.0%	2.0%
Parks	66.6%	76.8%	86.2%	84.1%	89.1%	22.5%	4.9%	2.9%
Parking	56.4%	76.4%	74.4%	72.8%	65.7%	9.2%	-7.1%	-10.7%
Waterway	54.5%	69.4%	69.5%	71.9%	71.6%	17.2%	-0.3%	-0.3%
Beach (CMB)	73.1%	81.4%	86.2%	84.4%	87.3%	14.2%	2.9%	1.1%
Beach (MDC)	71.2%	74.0%	84.5%	85.8%	88.7%	17.5%	2.9%	2.9%

Public Area	FY 2009/10					Difference from prior Qtr	Difference from prior FY Qtr	Difference from same quarter in base year
	Q1	Q2	Q3	Q4	FY Score			
Citywide	80.0%	71.7%	80.2%	85.6%	79.4%	5.4%	7.7%	10.1%
Streets	86.5%	78.1%	88.4%	92.4%	86.4%	4.0%	8.3%	7.7%
Commercial-Entertainment	86.0%	78.8%	92.8%	93.8%	87.8%	0.9%	7.2%	19.1%
Commercial - Non-Entertainment	87.0%	76.9%	90.7%	94.4%	87.3%	3.7%	17.0%	-3.5%
Residential	86.8%	78.7%	77.2%	87.3%	82.5%	10.1%	3.3%	1.2%
Sidewalks	79.7%	72.2%	82.1%	89.8%	80.9%	7.8%	8.9%	10.6%
Commercial-Entertainment	78.8%	70.0%	84.9%	91.8%	81.4%	6.9%	6.0%	20.1%
Commercial - Non-Entertainment	83.1%	69.8%	83.7%	88.8%	81.4%	5.0%	21.0%	1.4%
Residential	77.9%	79.5%	74.1%	87.0%	79.6%	12.9%	7.0%	4.8%
Alleys*	71.7%	55.8%	73.1%	75.2%	69.0%	2.1%	11.7%	19.1%
Parks	94.5%	86.3%	88.9%	86.7%	89.1%	-2.2%	11.0%	22.9%
Parking	65.1%	50.8%	69.6%	77.2%	65.7%	7.6%	8.2%	8.2%
Waterway	82.8%	68.9%	67.5%	67.4%	71.6%	-0.1%	-4.8%	10.6%
Beach (CMB)	88.6%	92.4%	80.9%	87.4%	87.3%	6.5%	-3.3%	8.9%
Beach (MDC)	88.6%	89.7%	92.1%	84.4%	88.7%	-7.7%	0.2%	7.2%

Public Area	FY 2010/11					Difference from prior Qtr	Difference from prior FY Qtr	Difference from same quarter in base year
	Q1	Q2	Q3	Q4	FY Score			
Citywide	88.6%					3.0%	8.7%	31.2%
Streets	94.6%					2.2%	8.1%	28.9%
Commercial-Entertainment	96.9%					3.2%	10.9%	30.8%
Commercial - Non-Entertainment	94.3%					-0.1%	7.3%	17.6%
Residential	91.1%					3.8%	4.3%	34.3%
Sidewalks	88.3%					-1.5%	8.7%	25.7%
Commercial-Entertainment	91.0%					-0.9%	12.1%	21.8%
Commercial - Non-Entertainment	90.0%					1.2%	6.9%	26.5%
Residential	81.7%					-5.3%	3.8%	29.3%
Alleys*	82.9%					7.6%	11.2%	45.2%
Parks	94.4%					7.8%	-0.1%	48.1%
Parking	81.4%					4.2%	16.3%	33.4%
Waterway	78.9%					11.6%	-3.9%	36.0%
Beach (CMB)	93.9%					6.5%	5.2%	29.8%
Beach (MDC)	96.5%					12.1%	7.9%	21.2%

Next Quarter Assessments

City employees and Neighborhood Leadership Academy alumni and students are conducting cleanliness assessments every quarter. If you or any member of your staff is interested in participating in the City's Public Area Cleanliness Program, please contact Leslie Rosenfeld with the Office of Budget and Performance Improvement Organizational Development Division at extension 6923.

If you have any further questions, please feel free to contact me.

JMG/JGG/KGB/LDR